

2016 ANNUAL REPORT



OUR VALUES

[**People**] People first, people second, people third.

[**Quality**] Beautiful products that function and last.

[**Honesty**] No drama, no surprises, no BS.

[**Joy**] Kids at heart, seeing potential everywhere.

[**Mistakes**] Make them, don't repeat them.





Dear Friends,

I'm excited to share this annual report with you, highlighting Splash's work in 2016 and our accomplishments over the last ten years. It's incredible to reflect on how Splash has grown and all of the hard work, joy, goofiness, adventures, mistakes, and poignant moments we've experienced along the way.

Before starting Splash, I was working in international adoption. Visiting and working in orphanages across Asia, it was heartbreaking to witness the poor and debilitating quality of water that was being provided to the children. At the same time, I couldn't help but notice that hotels and global food chains, even those in communities without access to clean water, were able to secure purified water for their guests. Why not leverage that same technology to help children and families living in poverty?

I founded Splash to provide clean water for kids, and, ultimately, to put ourselves out of business by creating a sustainable water economy where, although our work is crucially needed, other organizations and communities could take it on themselves. This mission of ours is first and foremost about equity, ensuring that the children in the cities where we work have the same opportunities around safe water that my own kids take for granted.

Since we started, Splash has been at the forefront of a growing movement to ensure safe water, sanitation and hygiene (WASH) for the urban poor. With over half of the world now living in cities, and one billion city-dwellers living in slums, we can no longer afford to ignore that the future of water is in cities.

Our first major project started in China, where we set the audacious goal of reaching every single orphanage across the country. Working in 1,200 cities across 31 provinces, we quickly learned how challenging it is to support projects across such a huge geography. Ten years later, we are on track to reach 100% coverage of every single orphanage in China by the end of 2017.

Applying the lessons we learned, Nepal is the first country where we set a goal to reach 100% of a target population—every public school child in Kathmandu. Today our goal is to reach 100% of public school children not only in Kathmandu, but also in Addis Ababa, Ethiopia; Kolkata, India; and Dhaka, Bangladesh.

A decade later, Splash now serves over 400,000 children in eight countries: China, Nepal, Thailand, Vietnam, Cambodia, Bangladesh, India, and Ethiopia. We are on track to reach one million children by 2022. Along with providing safe water, we now deliver hygiene education, behavior change, and sanitation programs, all essential for children's health, well-being, and dignity.

Thank you to all of you who made Splash what it is today. And to those of you who are new, we invite you to join us on the journey ahead!

Eric Stowe
Founder & Executive Director
Splash International



WATER

Everything that Splash does starts with safe water. Splash develops customized water interventions, installing commercial-grade water filtration systems that remove 99.9999% of bacterial pathogens to meet or exceed World Health Organization standards. The result is water we would serve our own children, without hesitation. We also provide durable, child-friendly drinking and handwashing stations so that kids can access the water easily. Our colorful station designs have been developed and field-tested through multiple iterations to make sure that kids are excited to use them.



HYGIENE AND BEHAVIOR CHANGE

Splash views WASH in schools as an entry point rather than the end goal. It is not enough for a child to drink safe water, have access to clean toilets, and wash their hands with soap today, this year, or the next. Therefore, Splash encourages long-term behavior change by instilling in kids, teachers, staff, and parents the value of safe drinking water and good hygiene throughout their lives. We use student hygiene clubs, child-to-child training, and school-wide events and soap drives to change children's behavior. In addition, we train adults to model positive behavior, support child activities, and maintain clean, functional WASH infrastructure. For Splash, schools are not the end goal, but the access point for influencing kids, their families, and communities.



SANITATION

Leveraging local supply chains, Splash improves sanitation by ensuring school toilet facilities are outfitted to meet global standards for safety, privacy, cleanliness, and accessibility. This includes ensuring toilet facilities have appropriate doors, locks, lighting, ventilation, waste bins for menstrual hygiene management, water for cleaning and flushing, and that they are gender-segregated. The Splash approach also addresses behavior change through powerful and effective motivators and environmental cues like mirrors, footsteps, and paint to create a child-friendly environment and encourage proper toilet use by girls and boys.

IMPACT: Through citywide baseline surveys of every public school in Addis Ababa, Ethiopia; Kolkata, India; and Kathmandu, Nepal (nearly 3,000 institutions), we know that the water supply for many schools tests positive for E. coli and other contaminants. Because of Splash, over 1,600 child-serving institutions now provide clean water for over 400,000 kids.



INNOVATIONS: In 2014, we launched a social enterprise in Splash schools to generate revenue for WASH projects in Kathmandu. We've set up kiosks to enable schools to sell extra filtered water to the community, with the profits going directly to schools to fund ongoing water filtration system maintenance. At the end of 2016, eight kiosks had generated \$8,190 in revenue and \$4,500 in profit for local schools. They also provided over one million liters of clean water for local communities.

IMPACT: From colorful and child-friendly handwashing stations, to fun and engaging hygiene education materials, we have seen that seemingly subtle, yet entirely strategic, shifts in design are key to producing long-lasting behavior change. We added hygiene and behavior change education to our intervention in 2012, and by the end of 2016, we had reached over 308,000 kids, teachers, and staff through hygiene event days and 110,000 kids through direct training.



INNOVATIONS: Splash couples hygiene education with subconscious cues and nudges designed to encourage behavior change. For example, we position mirrors at handwashing stations at child height, which encourages use by luring kids to the station to check their appearance, while subconsciously triggering them to wash their hands. In 2016, during a six-month study conducted at 24 schools in Nepal, we found that this type of approach increased handwashing rates from 9.4% to 65%.

IMPACT: Splash believes that every public school should have child-friendly toilet facilities. Yet, too many kids in the cities where we work do not have access to decent toilets at school or even access to water for flushing. Splash started our sanitation program in 2016 to address this problem through toilet rehabilitation and new toilet construction. Our first pilot intervention at 20 schools in Nepal focused on basic improvements and behavior change cues. By the end of 2016, Splash had completed sanitation pilots at an additional ten schools in India and Ethiopia, improving nearly 300 toilets in total.



INNOVATIONS: In 2017, Splash started work on baseline technical standards for all our sanitation interventions. We plan to leverage our Sanitation Design Guidelines for Urban Institutions to motivate actors, including local governments, to set new national standards and implement a scalable model for sanitation in schools across urban centers globally.

CHINA

In 2007, Splash started work in China, our first country of operation. While the past two decades have seen incredible economic advancement within China, the urban poor remain in the margins of growth, and on the fringes of every city. Here, Splash is focused on one of the most marginalized populations in the country: orphans.

Over the past ten years, the Chinese government has invited and supported collaboration with Splash to secure clean water in every orphanage in the country. This means every orphaned child residing within an institution will have safe drinking water in their baby bottles, in their sippy cups, and their glasses; that all of their food can be washed with clean water; and all orphanage staff and their families have access to bottle-quality water at any time of day.

In 2016, Splash installed 132 new water filtration systems at orphanages, including those located in Hebei, Hubei, Jiangxi, Sichuan, Tibet, and Zhejiang provinces. Our collaborations with the Ministry of Civil Affairs and China Charity Federation have deepened, continuing to open doors in new provinces as we move closer to our goal of securing clean water at every single orphanage in China.

Given our belief in building strong local businesses that will continue Splash's work independent of international philanthropy, our goal is to strategically exit from direct implementation by 2020. To prepare for this transition, we partnered with a Beijing-based consulting firm to design a sustainability strategy. As part of this effort, in 2016, we began to build a customized interface on WeChat,

SICHUAN EARTHQUAKE

On May 12, 2008, a devastating earthquake struck China's Sichuan province, toppling thousands of homes, schools, and factories. China's worst natural disaster in three decades killed an estimated 80,000 people, orphaned 5,000 children, and left more than five million people homeless.

In July, Splash received rare permission to work with the Chinese government in the most damaged areas of the epicenter to provide long-term solutions for clean and safe drinking water to families and children. We delivered access to free, purified water to nearly 50,000 people—30,000 of whom were children—by allocating and installing 30 clean water systems across ten children's schools, nine displacement camps, and one hospital. According to Chinese officials, Splash's contribution was the single largest contribution of its kind from any organization after the earthquake.

China's most popular messaging platform, to support orphanage partner sites with service and maintenance. Our goal is to ensure clean water for China's orphans, not just today, but every day.

START 2007
STRATEGIC EXIT 2020

SCOPE OF WORK 1,131 ORPHANAGES
TARGET POPULATION 100,000 CHILDREN

PROGRESS

86%



CAMBODIA

When Splash launched in Cambodia in 2008, we forged partnerships with large NGOs working on behalf of children: pediatric hospitals, feeding centers, rescue homes, and schools. Now with over 70 sites in four cities across the country, Splash has learned a great deal about national scale, and the practices that are the most promising.

In recent years, Splash has analyzed our model to determine the greatest promise for sustainability. By the end of 2015, Splash had converted nearly 50% of its philanthropic sites into commercially viable sites with paying customers—a huge accomplishment with much promise for the future.

In 2016, working with the local government, Splash launched an innovative selection process for new public school projects in Phnom Penh, with the goal of selecting schools with high levels of commitment and ownership to ensure the long-term success of Splash’s WASH programs. Splash entered into agreements with ten schools for WASH implementations. Over a three-year period, each school will gradually take on the cost of system maintenance, so that by year three, the full cost of spare parts is covered by school funds.

Based on our recent efforts to encourage project sites to pay for some or all of the cost of our services, we see a clear path by which Splash Cambodia can transition to a self-sufficient, social enterprise approach by 2018.

FRIENDS-INTERNATIONAL

Friends-International works with marginalized urban children, their families, and communities to help them become productive, independent citizens. Founded in Phnom Penh in 1994, it initially provided services to street kids in the aftermath of years of genocide and conflict in the country. In 1999, Friends-International established Mith Samlanh (which means ‘close friends’ in Khmer), a full child protection and social reintegration program that includes outreach, drop-in centers for street children, transitional homes for children separated from family, as well as non-formal education, and vocational training. Over the years, Friends developed social enterprises including restaurants and fair trade gift shops.

In 2014, Splash installed a water filtration system at the Friends restaurant in Phnom Penh, a vibrant, popular eatery that offers vocational training to former street youth. In 2015, Splash installed a water filtration system at the Mith Samlanh shelter, ensuring that children have access to clean water as they receive meals and shelter, as well as participate in educational programs. We are proud to have contributed to this important work.

START 2008
STRATEGIC EXIT 2019

SCOPE OF WORK 63 SCHOOLS/INSTITUTIONS
TARGET POPULATION 73,667 CHILDREN





THAILAND

By many accounts, Thailand can be considered a beacon of economic growth and development in Southeast Asia. The 1980's brought a boom of industrial growth to what was once strictly an agro-based economy. While there are many threats to a stabilized Thailand, least of which is continued government instability at the highest office, rural to urban migration is once again moving at a rapid pace, as well as cross-border immigration, with over 4.4 million new residents in Bangkok alone since 2000.

The national government has done an incredible job at providing centralized care in Bangkok for some of the nation's most vulnerable children. With this well-established network in place, Splash started our first year in Thailand by working in some of the largest orphanages and centers for disabled children in the country. Not surprisingly, we quickly found that there were other, better equipped, and locally appropriate organizations that could do the work we do just as well—if not better. Surprisingly, we found them in the for-profit sector.

Thailand's commercial market and distribution channels for water filtration are quite advanced. Splash partnered with Filter Vision, a publicly traded filtration company that installs and maintains a significant share of multi-national food and hotel chains throughout Thailand, to help design their corporate social responsibility platform for the long term. We dedicated a five-year runway to co-financing projects and ensuring sustainability. Splash strategically exited the country in 2015. Thanks to Filter Vision, Splash projects continue to serve over 10,000 children daily.

CHRISTIAN CARE FOUNDATION FOR CHILDREN WITH DISABILITIES

The organization Christian Care Foundation for Children with Disabilities, better known as CCD, is one of the most impressive we've seen. Since 1986, CCD has provided help to many thousands of children in Thailand who have been abandoned or have been given into government care by families unable to support them.

Splash partnered with CCD in 2011 to ensure safe water at their Rainbow House, which serves 125 children, ranging in age from two to 21 years old. The children have all come from the government homes. These children are selected on the basis of having strong potential for independent living and the potential to be placed in a family setting. CCD has prepared and helped place over 30 children in adoptive homes and returned 16 to their birth families.

START 2011
STRATEGIC EXIT 2015

SCOPE OF WORK 30 INSTITUTIONS
TARGET POPULATION 10,385 CHILDREN

PROGRESS





VIETNAM

Vietnam is one of the fastest growing economies in Southeast Asia, with a population of 92 million. Coupled with economic development, as is often the case, are wide gaps between the rich and the poor.

When Splash began working in Vietnam in 2011, we were met with incredibly open arms and enthusiasm from the government branches responsible for accrediting nonprofits. In working with them, we were able to identify three regions where Splash's work would have the best footing: Ho Chi Minh City in the South, Da Nang in Central Vietnam, and Ha Noi in the North. Each city, while in the middle of strong economic growth, still faced challenges serving the poorest members of their community.

While conducting a nationwide needs assessment, coupled with small pilot projects in three regions with a high concentration of urban poor, it was clear that Vietnam is well on its way to becoming a developed nation. Yes, deep and seemingly intractable poverty still exists for many in the urban metropolitan regions. In this context, Splash has targeted and supported those organizations that are assisting the most underserved.

However, as Splash works to have the largest impacts for those in greatest need, Vietnam simply isn't an area where we need to continue to make new investments. This is, in fact, a great story—for Vietnam, for her children, and for us as an organization. We will continue to fulfill the commitments we've made with our ten partner recipients, ensuring safe water continues to flow for at least a decade.

BLUE DRAGON CHILDREN'S FOUNDATION

Blue Dragon Children's Foundation (BDCF) is an Australian grassroots charity working with kids in crisis throughout Vietnam. With education at the heart of everything they do, Blue Dragon sets out to transform the lives of the poorest children and families.

Blue Dragon operates many different programs all working to benefit the lives of children; from school fee relief to child rights advocacy. Splash installed a water purification system in their Drop-in Center and Headquarters office in 2012. The Center operates a day program for children who are homeless. Here they find a loving home-like environment for a few hours each day, are fed meals, and can simply be kids. The water purification was installed in the Center's kitchen—ensuring that all food will be prepared with safe water. We also installed a water fountain for children to access drinking water anytime.

START 2011
STRATEGIC EXIT 2013

SCOPE OF WORK 10 INSTITUTIONS
TARGET POPULATION 7,141 CHILDREN

PROGRESS



MAJOR MILESTONES



India

Thailand

Vietnam

Cambodia

Ethiopia

China

Nepal

2007

Splash starts as “A Child’s Right” in Tacoma, based on the belief that, “Every child has a right to clean water”

Projects start in China and Nepal



2008



Projects start in Cambodia and Ethiopia

Splash provides the single largest donation of water purification after the Sichuan earthquake, providing more than 50,000 displaced families clean water

2010

Splash hires its first full-time staff

George F. Russell, Jr. makes a catalytic gift of \$10 million to Splash



2011



Projects start in Thailand and Vietnam

2012

Officially changes name from A Child’s Right to Splash, and moves to Seattle



Projects start in India

inking Water



सफा पानी + साबुन + हात धुनुहोस = जीवत बचाउनुहोस

Bangladesh



2013

Splash exits Vietnam

2014

Projects start in Bangladesh

2015



Earthquake in Nepal — Splash stations used as community centers

2016

Addition of sanitation to project portfolio



Splash exits Thailand

2017

Splash reaches every single orphanage in China with safe water!



Splash marks its tenth anniversary!

Addition of handwashing and hygiene education to project portfolio



Launches water kiosk social enterprise in Nepal to produce revenues for schools to pay for ongoing maintenance





BANGLADESH

Our journey in Bangladesh began in 2013 when BRAC invited Splash to become their first external partner in water programs. With the world's largest NGO supporting us, we jumped on the opportunity to work in Dhaka, the second fastest-growing city on the planet.

The partnership vision is for Splash to design urban water interventions, co-design hygiene interventions with BRAC, and for BRAC to design sanitation interventions focused on schools for the poorest children in Dhaka. In 2015, the Splash-BRAC partnership provided the enabling WASH infrastructure for 21 government schools, including filtration systems, drinking stations, and handwashing stations. Through this unique partnership, we also installed water filtration systems in 50 of BRAC's non-formal schools.

Beyond hardware, Splash and BRAC helped form student hygiene clubs at every school. The club members serve as ambassadors, encouraging behaviors like handwashing through positive peer pressure. All club members, along with many teachers, received training about the importance of drinking safe water and practicing good hygiene, as well as suggestions and activities for how to spread this message throughout the school.

In 2016, Splash and BRAC continued to support the 71 schools sites through service, maintenance and refresher trainings, while seeking financial support to reach our shared goal in the coming years. Our ultimate goal is for BRAC to take the Splash model to scale and for Splash to exit strategically. If scale can be proven in the poorest

BRAC

BRAC, originally known as the Bangladesh Rural Advancement Committee, is a development organization dedicated to alleviating poverty by empowering the poor. Founded in 1972, BRAC reaches millions of the poorest people in 11 countries in Asia and Africa, touching the lives of one in every 55 people. Their mission is to empower people and communities in situations of poverty, illiteracy, disease, and social injustice. Their interventions aim to achieve large-scale, positive changes through economic and social programs that enable men and women to realize their potential. With over 100,000 staff in Bangladesh alone (yes, 100,000!), BRAC is eminently capable and networked in every region of the country. The organization originally focused on rural poverty alleviation, but given the global trend towards urbanization, BRAC sought to make an organizational shift to better target services for the urban poor—which is where Splash comes in.

communities of Dhaka, it can be replicated in other cities across Bangladesh, South Asia, and other parts of the world.

START 2014
STRATEGIC EXIT 2022

SCOPE OF WORK 500 SCHOOLS
TARGET POPULATION 150,000 CHILDREN

PROGRESS

11%



ETHIOPIA

Ethiopia is the oldest independent country on the African continent and home to 102 million people. While there has been rapid economic growth, nearly 25% of the population still lives on less than one dollar per day. Water scarcity and poor sanitation are a real threat to the health and livelihood of people living in both rural and urban areas.

Improving the well-being of children in Ethiopia starts with providing them access to water, sanitation, and hygiene at a young age. Splash has chosen to focus our work in the capitol city, Addis Ababa, one of the fastest growing urban areas of the world with 400,000 children attending government schools.

In 2016, our team introduced WASH programs to 13 new sites and supported 28 existing sites with our health and hygiene programming, while launching a pilot of our sanitation program in five schools. As part of this work, we've seen incredible success with activities like school soap drives that help reinforce the practice of handwashing by children and their parents alike.

Our 2016 achievements were made possible through partnership with the Government of Ethiopia and Rotary International. While continuing to support our work overall, the Addis Ababa Education Bureau demonstrated their commitment to WASH for all schoolchildren by funding a WASH survey of all public and private schools in the city. In addition, the Rotary clubs of Addis Ababa West and Lake Union (Seattle) continued their support to help Splash reach 100% of government schools in Addis Ababa with improved WASH services.

SELAMTA PROJECT

The Selamta Project is an innovative leader in orphan care, and Splash is proud to call them a partner. Selamta has been caring for orphaned children since 2005. Kids are cared for through Forever Family homes, each with 8-10 children, who are looked after by a house-mom and a support staff member. This is their home, for as long as they want to live there, and the house-mom is committed to being with them for life.

Most of the parents of the children died of HIV/AIDS and many of the kids are also carrying the virus, making their immune systems especially susceptible to bacteria and viruses in contaminated water. With the water filtration system installed by Splash, they no longer have to worry about the water used for drinking and cooking. The water system is located at the Selamta office and guesthouse, and clean water is transported to the 11 homes located in the same neighborhood just a few blocks away.

By working closely with local government and helping schools tap into existing public financing, Splash is coordinating the cost-effective delivery of high quality WASH services that can be locally funded and fully sustainable.

START 2008
STRATEGIC EXIT 2024

SCOPE OF WORK 450 SCHOOLS/ INSTITUTIONS
TARGET POPULATION 400,000 CHILDREN





INDIA

Kolkata is the third largest city in India with 13 million people. The city has seen explosive population growth, leading to unorganized development and the inefficient distribution of resources. Although water is widely available, infrastructure shortcomings have resulted in inadequate WASH conditions in Kolkata's urban slums and the government schools that serve those communities.

In a 2015 independent citywide survey of 1,650 government schools in Kolkata, Splash uncovered some alarming facts—many schools had water that tested positive for E. coli and lacked soap for handwashing. This data, combined with direct assessments of school conditions, has helped Splash develop a customized approach for WASH that accommodates the city's wide range of school sizes and infrastructure conditions.

In 2016, Splash India implemented WASH programs at 24 new schools, while continuing to support WASH programs at an additional 64 existing partner sites. In addition, we completed our first five sanitation projects in India. With a goal of meeting global standards for toilet safety, privacy, cleanliness, and accessibility, we provide appropriate doors, locks, lighting, ventilation, waste bins for menstrual hygiene, water for cleaning and flushing, and ensure that toilets are gender-segregated.

Government partnership is a critical component of the Splash approach. Splash staff in India have spent the past five years deepening relationships with Kolkata's education officials, gaining their respect, trust and

CLPOA

Splash is pleased to partner with City Level Programme of Action (CLPOA), a state level, non-governmental organization working to improve the conditions of vulnerable communities, especially children, through interventions for empowerment. Since 2005, CLPOA has implemented WASH programs at more than 700 schools in the state of West Bengal, including Kolkata, South and North 24 Parganas, Hooghly, Nadia, and Howrah districts. CLPOA was formally established in 1994 and is registered as a society under West Bengal Societies Registration Act, 1961.

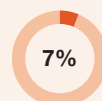
Since 2015, Splash has partnered with CLPOA to deliver our WASH in schools model, which has now been implemented in 112 schools and other child-serving institutions. In addition to project implementation, Splash and CLPOA worked with the district education department to develop a teacher training manual for hygiene education that will eventually be used at every government school in Kolkata.

public endorsement for Splash's work. Thanks to this cooperation, Splash is on track to reach all 2,000 public schools in Kolkata with WASH programs by 2021.

START 2012
STRATEGIC EXIT 2023

SCOPE OF WORK 2,000 SCHOOLS
TARGET POPULATION 420,000 CHILDREN

PROGRESS





NEPAL

Kathmandu, the capital of Nepal, is one of the fastest growing cities in Asia, largely due to migration from rural areas. More than 70% of the water sources in the Kathmandu Valley were found to be contaminated with E. coli in randomized water tests, contributing to a 130% higher rate of diarrheal diseases among the urban poor compared to their wealthier peers in the same city.

Nepal was Splash’s second country of focus after China, and our first with a 100% coverage model targeting a singular city. Our goal at present is to ensure sustainable WASH in schools services for all 500 public schools in Kathmandu—schools serving the poorest children.

In 2016, Splash completed 42 new water and hygiene projects, 26 of which included pilot sanitation interventions to improve school toilets and urinals. These improvements included incorporating behavioral “nudges” like placing a large mirror at the handwashing stations to lure kids to wash their hands after using the toilet. We were excited to see student handwashing rates climb from 9.4% to 65% as a result of these nudges and our hygiene education program. To help alleviate the city’s sporadic water supply, Splash also installed rainwater-harvesting systems at 11 schools.

One of our most exciting initiatives has been to create eight water kiosks through which schools can sell excess clean water to surrounding community members. The money from the kiosks goes directly to the schools to fund ongoing maintenance of their water filtration systems. In 2016, more than 1,531,908 liters of safe water were sold,

MAITI NEPAL

Founded in 1993, Maiti Nepal is dedicated to providing all levels of care for women and children victims of the sex trade. While Maiti Nepal’s work benefits hundreds, clean water was one of the few things that the organization has been unable to provide with consistency. Splash has provided three full water systems to the Maiti clinic and primary school, hospice facility, and displaced child facility. This system provides 540 children, 170 women, and 50 caring staff with clean water every day and for years to come.

“Diarrhea and other waterborne diseases are killer diseases, and people forget that they take people’s lives. After the installation of the water filter system at Maiti Nepal’s rehabilitation home...diarrhea and other waterborne diseases...have been so drastically reduced that one can say they’re nil.”

— Anuradha Koirala, Founder, Maiti Nepal, Rescue and Prevention of Sex Trafficking

grossing \$8,190 in revenue. Also, on the sustainability front, Splash gained government approval for a three-year agreement to continue our work in the Kathmandu Valley, which sets the stage for our work with additional partners including other social enterprises.

START 2007
STRATEGIC EXIT 2022

SCOPE OF WORK 500 SCHOOLS/INSTITUTIONS
TARGET POPULATION 150,000 CHILDREN



CAST OF CHARACTERS

STAFF

SEATTLE

Eric Stowe, *Founder & Executive Director*
Cyndie Berg, *Director of Business Development*
Kathleen Lendvay, *Director of Operations*
Michael Kollins, *Director of Programs*
Andrea Hatch, *Impact Coordinator*
Jimmy Bryant, *Technology Assistant*
Kara Uhl, *Sr. Manager of Program Quality*
Laura Mapp, *Development Manager*
Mariana Sagalovsky, *Program Coordinator*
Megan Williams, *Behavior Change Manager*
Molly Mays, *Staff Accountant*
Molly Schulte, *Development Assistant*
Nick Ellington, *WASH Infrastructure Manager*
Ryan Trude, *Technology Operations Manager*
Tad Williams, *Program Sustainability Manager*
Viridiana Chang Castellanos, *Operations Assistant*

CAMBODIA

Kith Rathamony, *Director of Cambodia*
Bo Sambath, *Technical Assistant*
Mour Kea, *Health & Hygiene Officer*
Phally Meas, *Health & Hygiene Manager*
Sovann Ros, *Junior Accountant*

CHINA

Hailan Qi, *Director of China*
Samuel Pan, *Partner Support Coordinator*
Qi Yicon, *Service Team Leader*
Yu Ling, *Assistant Service Technician*

BOARD OF DIRECTORS

Susan Bloch (*Chair*)
Executive Coach

Gene Lipitz (*Treasurer*)
Wealth Manager, Commodore Managemnt

Michele Frix (*Secretary*)
Chief of Staff, Seattle Foundation

Eric Stowe
Founder & Executive Director, Splash

ETHIOPIA

Dawit Alemishet, *Director of Ethiopia*
Amare Kefyalew, *Sr. Manager of Finance & Operations*
Anteneh Abate, *Assistant Technician*
Ayatam Simenh, *Partner Support Manager*
Beka Memo, *Monitoring & Evaluation Manager*
Frehiwot Belete, *Health & Hygiene Manager*
Geta Tade, *Driver & General Service*
Henok Wolday, *Lead WASH Technician*
Hiwot Ayele, *Accountant*
Meron Hailu, *Health & Hygiene Officer*
Nasser Ferej, *Health & Hygiene Coordinator*

INDIA

Dora Chaudhuri, *Director of West Bengal*
Anjan Sarkar, *Health & Hygiene Manager*
Dipika Banerjee, *Partner Support Coordinator*
Indranil Niyogi, *Monitoring & Evaluation Manager*
Joseph Daniel, *Driver*
Rahul Roy, *Partner Support Coordinator*
Soumitra Guha, *Finance Manager*
Sourav Chattopadhyay, *Technical Supervisor*
Suvangkar Dey, *Technician*

NEPAL

Dhruba Karki, *Director of Nepal*
Lalita Pyatha, *Finance & Operations Coordinator*
Madan Dhodari, *Impact Coordinator*
Rojita Maharjan, *Program Sustainability Coordinator*
Srijana Devkota, *Program Manager*

Hide Iba
Director of Fulfillment and Customer Service, Crowd Cow

Lisa Norton
Social Impact Leader, Author

Michael Etzel
Partner, The Bridgespan Group

Nevin Shetty
Chief Executive Officer, Blueprint Registry

T.A. McCann
Entrepreneur, Founder of Rival IQ, Gist, HelpShare

2016 FINANCIALS

TOTAL EXPENSES \$3,270,410

MANAGEMENT (14%) \$443,968

FUNDRAISING (9%) \$289,024

PROGRAMS (79%) \$2,537,418

GENERAL (10%) \$362,224

BANGLADESH (2%) \$55,924

CAMBODIA (5%) \$152,145

CHINA (12%) \$385,065

ETHIOPIA (14%) \$466,024

INDIA (15%) \$498,111

NEPAL (21%) \$701,967

THAILAND (0%) \$533

VIETNAM (0%) \$1,786



MAJOR DONORS

OVER \$1 MILLION

George F. Russell, Jr.

\$100,000 — 999,999

Alwaleed Philanthropies
Anonymous
charity: water

\$50,000 — 99,999

Antunes
Laird Norton Family Foundation
Open Road Alliance
Rotary International

\$25,000 — 49,999

EARTH Concepts
GlobalGiving
MiiR
SoapBox Soaps
Thankyou

\$5,000 — 24,999

Allegra Foundation
Dion and Greg Rurik
FIL Foundation
Glenn and Jane Bullock
John F. Smiel Foundation
The K Foundation
Satya & Rao Remala Foundation
Scott Anderson Donor Advised Fund
Seattle Foundation
Susan Bloch
Watsons



LOOKING FORWARD

The UN predicts the current world population of 7.3 billion will reach 8.5 billion by 2030. By 2050, cities will be home to 75 percent of the global population. Against this backdrop of growth and urbanization, Splash's work is contributing towards Sustainable Development Goal 6, to ensure universal and equitable access to safe and affordable drinking water, sanitation, and hygiene for all by 2030.

Our initial strategy has focused on reaching child-serving institutions, including schools, orphanages, hospitals, shelters, and feeding centers in urban areas. But what happens if a child has clean water or clean toilets at school, but not at home? As we look to our next chapter, we aim to expand our reach beyond these institutions, in order to benefit children, their families, and the broader community. Building off of our initial success in setting up water kiosks for schools to sell safe water to the surrounding community, Splash will be launching pilots for community coverage projects, using schools as the throughput to student's homes.

We plan to expand our impact geographically, going to where we see the greatest intersection of urbanization, poverty, constrained water resources, and inadequate WASH services. Already, two of the cities where we work, Kolkata, India and Dhaka, Bangladesh, are projected to be among the top 10 largest urban agglomerations by 2025. By 2050, Addis Ababa, will be the seventh largest city in Africa with 13 million people. In the years ahead, we aim to replicate our model across cities in the countries where we work, as well as launch entirely new country programs.

Splash is also thinking about climate resilience and making sure that our projects can stand up to the pressures of population growth and environmental challenges, such as natural disasters. Using design innovation to future-proof our intervention, we consider every facet of our WASH infrastructure (water filtration system, drinking and handwashing stations, and toilet hardware) and their durability. Splash is also increasingly taking measures, like rainwater harvesting, water storage, and conservation, including addressing water loss and recycling grey water, to address growing water shortages.

Finally, it's critical that our work is sustainable. This is not just about the long-term functioning of the WASH products and services we provide. Government adoption is key. Splash's goal is to prove that our gold standard WASH model is effective, low-cost, and scalable, so that governments and NGOs can replicate it broadly. We are also looking at social enterprise models that generate commercial revenue to support WASH services in perpetuity.

Ultimately, our goal is to ensure that communities value and demand clean water, hygienic environments, and decent sanitation as their basic human right. We hope you will join us.







Splash

1326 Fifth Avenue, Suite 300, Seattle, WA 98101

www.splash.org